

Nevada Tobacco Profile

Healthy People
2010
(HP 2010)

Tobacco Data Report

Department of
Health and Human
Services

Nevada State Health
Division

Bureau of Community
Health

Tobacco Prevention
and Educational
Program



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Healthy People 2010:

27-1. Reduce tobacco use by adults

Target and baseline:

Objective	Reduction in Tobacco Use by Adults Aged 18 Years and Older	1998 Baseline*	2010 Target
		Percent	
27-1a.	Cigarette smoking	24.0	12.0
27-1b.	Spit tobacco	2.6	0.4
27-1c.	Cigars	2.5	1.2
27-1d.	Other products	Developmental	

*Age adjusted to the year 2000 standard population.

27-2. Reduce tobacco use by adolescents

Target and baseline:

Objective	Reduction in Tobacco Use by Students in Grades 9 Through 12	1999 Baseline	2010 Target
		Percent	
27-2a.	Tobacco products (past month)	40	21
27-2b.	Cigarettes (past month)	35	16
27-2c.	Spit tobacco (past month)	8	1
27-2d.	Cigars (past month)	18	8

27-3. (Developmental) Reduce the initiation of tobacco use among children and adolescents

Potential data source: National Household Survey on Drug Abuse (NHSDA), SAMHSA

27-4. Increase the average age of first use of tobacco products by adolescents and young adults

Target and baseline:

Objective	Increase in Average Age of First Tobacco Use	1997 Baseline	2010 Target
		Average Age of First Cigarette Use, in Years	
27-4a.	Adolescents aged 12 to 17 years	12	14
27-4b.	Young adults aged 18 to 25 years	15	17

27-5. Increase smoking cessation attempts by adult smokers

Target: 75 percent.

Baseline: 41 percent of adult smokers aged 18 years and older stopped smoking for 1 day or longer because they were trying to quit in 1998 (age adjusted to the year 2000 standard population).

Data source: National Health Interview Survey (NHIS), CDC, NCHS

27-6. Increase smoking cessation during pregnancy

Target: 30 percent.

Baseline: 14 percent of females aged 18 to 49 years stopped smoking during the first trimester of their pregnancy in 1998.

Data source: National Health Interview Survey (NHIS), CDC, NCHS

27-7. Increase tobacco use cessation attempts by adolescent smokers

Target: 84 percent.

Baseline: 76 percent of ever-daily smokers in grades 9 through 12 had tried to quit smoking in 1999.

Data source: Youth Risk Behavior Surveillance System (YRBSS), CDC, NCCDPHP

27-8. Increase insurance coverage of evidence-based treatment for nicotine dependency

Target and baseline:

Objective	Increase in Insurance Coverage of Evidence-Based Treatment for Nicotine Dependency	1998 Baseline (unless noted)	2010 Target
		Percent	
27-8a.	Managed care organizations	75 (1997–98)	100
		Number	
27-8b.	Medicaid programs in States and the District of Columbia	24	51
27-8c.	All insurance	Developmental	

Target setting method: Total coverage of FDA-approved pharmacotherapies and behavioral therapies.

Data sources: Addressing Tobacco in Managed Care Survey, Robert Wood Johnson Foundation; (Medicaid data) Health Policy Tracking Service, National Conference of State Legislators

27-9. Reduce the proportion of children who are regularly exposed to tobacco smoke at home.

Target: 10 percent.

Baseline: 27 percent of children aged 6 years and under lived in a household where someone smoked inside the house at least 4 days per week in 1994.

Data source: National Health Interview Survey (NHIS), CDC, NCHS

27-10. Reduce the proportion of nonsmokers exposed to environmental tobacco smoke

Target: 45 percent.

Baseline: 65 percent of nonsmokers aged 4 years and older had a serum cotinine level above 0.10 ng/mL in 1988–94 (age adjusted to the year 2000 standard population).

Data source: National Health and Nutrition Examination Survey (NHANES), CDC, NCHS

27-11. Increase smoke-free and tobacco-free environments in schools, including all school facilities, property, vehicles, and school events

Target: 100 percent.

Baseline: 37 percent of middle, junior high, and senior high schools were smoke-free and tobacco-free in 1994.

Target setting method: Retain year 2000 target.

Data source: School Health Policies and Programs Study (SHPPS), CDC, NCCDPHP

27-12. Increase the proportion of worksites with formal smoking policies that prohibit smoking or limit it to separately ventilated areas

Target: 100 percent.

Baseline: 79 percent of worksites with 50 or more employees had formal smoking policies that prohibited or limited smoking to separately ventilated areas in 1998–99.

Target setting method: Retain year 2000 target.

Data source: National Worksite Health Promotion Survey, Association for Worksite Health Promotion (AWHP)

27-13. Establish laws on smoke-free indoor air that prohibit smoking or limit it to separately ventilated areas in public places and worksites

Target and baseline:

Objective	Jurisdictions With Laws on Smoke-Free Air	1998 Baseline	2010 Target
		Number	
	States and the District of Columbia		
27-13a.	Private workplaces	1	51
27-13b.	Public workplaces	13	51
27-13c.	Restaurants	3	51
27-13d.	Public transportation	16	51
27-13e.	Day care centers	22	51
27-13f.	Retail stores	4	51
27-13g.	Tribes	Developmental	
27-13h.	Territories	Developmental	

Target setting method: Retain year 2000 target.

Data source: State Tobacco Activities Tracking and Evaluation System (STATE System), CDC, NCCDPHP, OSH

27-14. Reduce the illegal sales rate to minors through enforcement of laws prohibiting the sale of tobacco products to minors

Target and baseline:

Objective	Jurisdictions With a 5 Percent or Less Illegal Sales Rate to Minors	1998 Baseline	2010 Target
		Number	
27-14a.	States and the District of Columbia	0	51
27-14b.	Territories	0	All

Target setting method: Based on published literature and expert opinion.

Data source: State Synar Enforcement Reporting, SAMHSA, CSAP

27-15. Increase the number of States and the District of Columbia that suspend or revoke State retail licenses for violations of laws prohibiting the sale of tobacco to minors

Target: All States and the District of Columbia

Baseline: 34 States with some form of retail licensure could suspend or revoke the license for violation of minors' access laws in 1998.

Target setting method: Total coverage

Data source: State Tobacco Activities Tracking and Evaluation System (STATE System), CDC, NCCDPHP, OSH

27-16. (Developmental) Eliminate tobacco advertising and promotions that influence adolescents and young adults

Potential data source: American Legacy Foundation and National Association of Attorneys General

27-17. Increase adolescents' disapproval of smoking

Target and baseline:

Objective	Increase in Adolescents' Disapproval of Smoking	1998 Baseline	2010 Target
		Percent	
27-17a.	8th grade	80	95
27-17b.	10th grade	75	95
27-17c.	12th grade	69	95

Target setting method: Retain year 2000 target.

Data source: Monitoring the Future Study (MTF), NIH, NIDA

27-18. (Developmental) Increase the number of Tribes, Territories, and States and the District of Columbia with comprehensive, evidence-based tobacco control programs

Potential data sources: State Tobacco Activities Tracking and Evaluation System (STATE System), CDC, NCCDPHP, OSH; IHS

27-19. Eliminate laws that preempt stronger tobacco control laws.

Target: Zero States

Baseline: 30 States had preemptive tobacco control laws in the areas of clean indoor air, minors' access laws, or marketing in 1998.

Target setting method: Retain year 2000 target

Data source: State Tobacco Activities Tracking and Evaluation System (STATE System), CDC, NCCDPHP, OSH

27-20. (Developmental) Reduce the toxicity of tobacco products by establishing a regulatory structure to monitor toxicity

Potential data source: FDA

27-21. Increase the average Federal and State tax on tobacco products

Target and baseline:

Objective	Increase in Combined Federal and Average State Tax	1998 Baseline	2010 Target
27-21a.	Cigarettes	\$0.63*	\$2
27-21b.	Spit tobacco	Developmental [†]	

*24 cent Federal tax; 38.9 cent average State tax in 1998.

[†]2.7 cent Federal tax in 1999; 7 States and the District of Columbia did not tax smokeless tobacco products in 1999.

Target setting method: Expert opinion; comparison to international tax rates

Data source: The Tax Burden on Tobacco, The Tobacco Institute